

# Winning Partnerships



*"Achieving community and  
environmental excellence through  
partnership and innovation since Earth  
Day 1970"*

# Ecology Action Programs

## Energy Efficiency Program

- Right Lights-Lighting Retrofit Program
- Smart Rinse-Water & Energy Conservation Program

## Transportation Solutions

- Santa Cruz County Electric Bike Commuter Incentives
- Bike to Work/School Week



# Ecology Action Programs

## Pollution Prevention

- Used Oil Management
- Household Hazardous Waste Management
- Integrated Pest Management Education Program
- Monterey Bay Area Green Business Program

## Zero Waste

- ProMAX Regional Materials Exchange
- Waste Free Schools Program
- Home Composting
- Santa Cruz County Annual Coastal Clean-up
- Business Waste Reduction

# Winning Partnerships



Monterey Bay Area Green Business  
Program

[www.ambag.org/greenbiz](http://www.ambag.org/greenbiz)

Waste Free Schools Program

[www.wastefreeschools.org](http://www.wastefreeschools.org)



# What is the Monterey Bay Area Green Business Program?

- ◆ Who: Monterey and Santa Cruz County public agencies, non-profit and for profit businesses
- ◆ Goal: Recognize and promote businesses that go "Beyond Compliance" through excellent business practices
- ◆ First industry sector: Vehicle Service and Repair Facilities in 2004 and in 2005 we began recruiting Restaurants



# Keys to Successful Partnerships

- ◆ Shared mission and goals
- ◆ Clear governance structure and operating procedures
- ◆ Diverse membership/points of view
- ◆ Open communications and active participation
- ◆ Effective leadership
- ◆ Adequate resources

# Partnership Agreements

- ◆ Memorandum of Understanding (MOU)
- ◆ Contracts



# Waste Free School Program History

- ◆ WFS started back in 1997 to address AB 939 mandating that Counties reduce the amount of waste going to their landfills by 50% by the year 2000



# Waste Free School Program

- ♦ The WFS for the County of Santa Cruz is an innovative, collaborative, award-winning program assisting County of Santa Cruz schools in institutionalizing on campus recycling, composting and reducing / reusing programs while instilling in the students and school staff a sense of environmental stewardship.

# Take Home Points

- ◆ Partnerships are an effective way to leverage resources
- ◆ Clear goals and leadership are key
- ◆ Create an agreement between partners  
MOU or Contract
- ◆ Think sustainable!





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